

Porta 6

(door number 6)

*“You just want to pick it up”*



# Portugal

A “sleeping giant” of great wines

- Known for.....
- Port
- Holidays
- Mateus Rose
- Cristiano Ronaldo
- Wine- yes
- Wine Brands- No!
- Until now.....

# How did this happen and who is behind it?

- Vidigal – the winery based Leiria near Lisbon and the owner winemaker Antonio Lopes, who is as much of an artist, as he is a winemaker
- Antonio was convinced that it was possible to develop a style of wine from traditional varieties that would appeal to a broad global consumer audience, rather than follow the path of promoting Portuguese regional wines
- His vision was to add a typical Portuguese scene as a label and by chance came across an artist in Lisbon who created the characters and the scene based on real people
- The Old man who is charcoal cooking the sardines much to the annoyance of the lady who lives above, set the scene for the label and he added the “Electrico” Tram – real life Lisbon. The Cat on the capsule was an added piece of fun playing the guitar and crying as he sang a Portuguese “Fado” ( a Portuguese lament song)

Meet the Artist- click the link

<https://www.youtube.com/watch?v=yeCcEMsvG9Y>



## Porta 6 Red Blend



Profile Wine Group

Subscribe 10

62 views

# What happened next?

- We launched the Porta 6, 2012 Red blend made from Tinto Roriz, Castelão and Touriga Nacional into the UK market and it was picked up by an MW to feature on a BBC TV Chef Programme “Saturday Kitchen” in July 2015 and this is what happened-
- Check out the link <https://vimeo.com/133035218>
- Within hours the Majestic Wine website had crashed due to demand and we knew we had something special. They ordered most of the next vintage for 2016!
- Our plan is to now replicate this success with the pack that draws the consumer eye and a story that is about real people and most importantly a wine with an easy style, but typical of Portugal and over- delivers a fruit forward style at an affordable price
- Porta 6- you just want to pick it up!

# Where next?

- We are launching the 2015 Red and a 2015 White and have plans for a Frizzante ( Prosecco style)
- How do we intend to do this? Be Clear on our plan-
- Who is it for? 20-40 year old wine adventurers!
- Everyday retail in the mid premium category
- Promote at the high end entry category
- Encourage display, tasting and social media
- Ensure we play the Portuguese “provenance” card well
- Do you want to join us?- this will be big!